

Samsung's Four Seasons of Hope 2009 Education Essay Contest OFFICIAL RULES

No purchase necessary to enter or win. Void where prohibited.

1. How it Works: The Samsung's Four Seasons of Hope 2009 Education Essay Contest (the "Contest") begins 12:01 a.m. Eastern Time ("ET") September 15, 2009 and ends 11:59 p.m. ET November 1, 2009 ("Contest Period"). Samsung is offering in total prizes in this Contest more than \$1 million in Samsung, Microsoft, DIRECTV and Best Buy products (see prize details below for more information). Nominate an eligible school in your community for its opportunity to win.

2. Eligibility: Contest is open only to legal residents of the fifty (50) United States and the District of Columbia. MINORS: IF YOU ARE UNDER THE LEGAL AGE OF MAJORITY IN YOUR JURISDICTION OF RESIDENCE, YOU MUST OBTAIN YOUR PARENT'S OR LEGAL GUARDIAN'S CONSENT BEFORE PARTICIPATING. MINORS UNDER THE AGE OF 13 WILL BE REQUIRED TO PROVIDE ONLY THEIR PARENT'S OR LEGAL GUARDIAN'S E-MAIL ADDRESS TO ENTER. Participants should nominate a public or state-accredited private school for grades K-12 in their community (the "Nominators"). Home Schools, Colleges, Universities and Vocational/Trade Schools are not eligible for nomination. Employees of Samsung Electronics America, Inc. ("Sponsor"), Microsoft Corporation, DIRECTV, Inc., Best Buy Co., Inc. and Bestbuy.com, L.L.C. ("Best Buy"), Trymark Consulting Group, L.L.C., and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, retailers, distributors and suppliers, and the immediate families (spouse, parents, children and siblings and their respective spouses, regardless of where they reside) and individuals living in the same households of any of the foregoing individuals, whether or not related, are ineligible to participate or win a prize. Winning schools that have received a prize in the Samsung "Hope for Education 2008" Contest are not eligible to receive a prize. Void where prohibited by law. Subject to all applicable federal, state and local laws and regulations.

3. How to enter: During the Contest Period, log on to www.fourseasonsofhope.com/education and follow the directions provided to complete the Official Entry Form and provide an original, sincere, no more than one hundred (100) word essay on the following topic/question, and submit: **How the consumer electronics, computer equipment and software awarded through Samsung's Four Seasons of Hope could benefit your school?** Essays should focus on:

- 1) How consumer electronics, computer equipment, and software can enhance the education process.
- 2) How access to these technologies and the use of social networking can change the way that students learn.
- 3) The unique and innovative teaching methods that are enabled by computer and consumer electronics technologies.

All entries must be received by 11:59 p.m. ET on 11/1/09 to be considered. Essays will only be accepted in English. All entries must be in the form of an essay. Entries submitted in other forms such as poems or songs will be disqualified. Decisions of judges are final and binding. Entries generated by script, macro or other automated means and entries by any other means which subvert the entry process or are otherwise not in compliance with these Official Rules are void. Limit one (1) entry per person and per e-mail address. If multiple entries are received from any person or e-mail address, only the first such entry will be eligible for entry. All entries become the property of the Sponsor and will not be returned. Except as otherwise provided herein, Sponsor will not enter into any correspondence with an entrant regarding an entry. Entry must be Nominator's own original work, be true and verifiable, cannot be previously published or submitted in connection with any other contest, may not be offensive or inappropriate and may not contain profanities or obscenities nor depict Sponsor, Microsoft, DIRECTV or Best Buy unfavorably. Entries must be consistent with the images of Sponsor, Microsoft, DIRECTV and Best Buy and must not defame or invade publicity rights or privacy of any person, living or deceased, or otherwise infringe upon any person's personal or property rights or any other third party rights. Sponsor reserves the right in its sole discretion to disqualify any entry it determines does not comply with these requirements or these Official Rules, in its sole discretion.

4. Judging: All eligible entries received will be judged as described below by qualified judges from media, educational and/or other organizations selected by Sponsor. There will be three (3) tiers of judging and each tier will have a separate panel of qualified judges:

First Tier: All eligible entries received will be judged based on the following criteria:

- 1) Quality of content and adherence to theme (40%)
- 2) Inclusion of specific focus points identified in essay topic (40%)
- 3) Writing style and grammar (20%)

In the event of a tie, an additional, "tie-breaking" judge will determine the entry/entries which will proceed to the Second Tier based on the above stated criteria for the First Tier.

Second Tier: The top forty (40) entries will then be judged as follows:

- 1) Originality and creativity (70%)
- 2) Writing style and grammar (30%)

In the event of a tie, an additional, "tie-breaking" judge will determine the entry/entries which will proceed to the Third Tier based on the above stated criteria for the Second Tier. Subject to verification of eligibility and compliance with these Official Rules, the twenty-one (21) entries with the highest scores, as determined by Sponsor in its sole discretion, will be deemed 'finalists' and will advance to the Third Tier. Each finalist and an authorized officer of his/her school will be notified on or about November 16, 2009 and required to execute and return an Affidavit of Eligibility and, where lawful, a Publicity Release within a time period specified by Sponsor (as more fully described under Notification in section 6) for the posting of the entry and school on www.fourseasonsofhome.com/education for Third Tier Online Voting. **If any Nominator whose entry is advanced to the Third Tier is a minor, his/her parent or legal guardian will required to execute such documents on his/her behalf.**

Third Tier: The top twenty-one (21) entries will then be judged as follows:

- 1) Originality and creativity (70%)
- 2) Online voting (30%) (as described below)

Third Tier Online Voting: The top twenty-one (21) finalist entries will be featured at www.fourseasonsofhome.com/education between 10:00 a.m. ET on December 7, 2009 and 5:00 p.m. ET on December 21, 2009 ("Voting Period"). During the Voting Period, legal residents of the fifty (50) United States and the District of Columbia age 13 and older can go to www.fourseasonsofhome.com/education to register and select their favorite finalist entry from among those posted. Limit one (1) vote per person and per email address per day during the Voting Period. Votes received from any person or email address in excess of the stated limitation will be void. Entrants are prohibited from obtaining votes by any fraudulent or inappropriate means, including, without limitation, offering prizes or other inducements to members of the public, as determined by Sponsor in its sole discretion. Use of script, macro or any automated system to vote or with the intent to impair the integrity of the voting process is prohibited and all such votes will be void.

Sponsor reserves the right to not award all prizes or advance fewer entries for any Tier if, in its sole discretion, it determines it has not received a sufficient number of qualified eligible entries.

By entering, each Nominator (and, if an eligible minor, his/her parent or legal guardian) unconditionally assigns and transfers to Sponsor all rights, title, interest and claim, which it now has or may in the future have to his/her entry and any element(s) embodied therein. Sponsor and its designees shall have the right to edit, publish, use, adapt, reproduce, exploit, modify or dispose of any entry and all elements of such entry, online, in print, film, television, or in any other media now or hereafter known throughout the world for a period of two (2) years from the conclusion of the Contest, without compensation, notification or approval of Nominators (and, if eligible minors, their parents or legal guardians) or any third party.

5. Prize Details: Grand Prize package (1): Winning school will receive \$210,000.00 awarded in the form of \$100,000.00 of the following Samsung merchandise: Thirty (30) 24" LCD Monitors (model 2494HM), Fifty (50) 16" Screen Notebook PCs (model R610), Ten (10) Color Laser Printers (model CLP-770ND), Five (5) Multifunction Laser Printers (model SCX-5835FN), Twenty (20) HD Digital Camcorders (model HMX-H105), Sixteen (16) Digital Cameras (model TL220), Six (6) Blu-ray players (model BD-P3600), Two (2) 32" LCD HDTVs (model LN32B550), Two (2) 37" LCD HDTVs (model LN37B550) and Two (2) 40" LCD HDTVs (model LN40B550); \$100,000.00 of Microsoft software; \$5,000.00 grant from DirecTV (awarded in the form of a check) and the DIRECTV GOES TO SCHOOL[®] package; \$5,000.00 in Best Buy @15 Gift Cards (certain terms and conditions may apply on use of gift cards as specified by Best Buy); and one (1) Classroom Assistant Dog (significant restrictions and qualifications apply as specified by the National Education for Assistance Dog Services ("NEADS")). Total Estimated Retail Value ("ERV") of the Grand Prize package is \$210,000.00. First Prize package (15): Each winning school will receive \$50,000.00 awarded in the form of \$24,000.00 of the following Samsung merchandise: Twelve (12) 24" LCD Monitors (model 2494HM), Ten (10) 16" Screen Notebook PCs (model R610), Two (2) Color Laser Printers (model CLP-770ND), Five (5) HD Digital Camcorders (model HMX-H105), Seven (7) Digital Cameras (model TL220), Two (2) Blu-ray players (model BD-P3600) and Two (2) 37" LCD HDTVs (model LN37B550); \$24,000.00 of Microsoft software; and a \$2,000.00 grant from DirecTV (awarded in the form of a check) and the DIRECTV GOES TO SCHOOL[®] package. Total ERV of each First Prize package is \$50,000.00. Second Prize (5): Each winning

school will receive \$10,000.00 in Best Buy @15 Gift Cards (certain terms and conditions may apply on use of gift cards as specified by Best Buy). Total ERV of each Second Prize is \$10,000.00.

Exact selection of Samsung merchandise is at Sponsor's sole discretion and no substitution is permitted except as otherwise provided in these Official Rules. All Microsoft software will be selected from a list of predefined packages provided by Microsoft. Actual values based on ERV of selected merchandise. The DIRECTV GOES TO SCHOOL[®] package is available free of charge to all K-12 schools across the United States, and includes the following: DIRECTV System Equipment (excluding installation) (including up to four (4) standard receivers, or up to three (3) standard receivers and one (1) DIRECTV Plus DVR) and SCHOOL CHOICE[®] programming as long as the winning school continues to qualify under the DIRECTV GOES TO SCHOOL[®] program and as long as DIRECTV has the DIRECTV GOES TO SCHOOL[®] or similar program. The principal or other individual or governing body of winning school will make Microsoft software package selection for winning schools. Any difference between value of merchandise and package selected and stated prize package value will not be awarded. Nominator Prize (21): Each Nominator whose entry is determined to be a Grand, First or Second Prize winning entry will receive one (1) Samsung Go™ Netbook (model N310). Total ERV of each Nominator Prize is \$479.99. All other prizes will be awarded to the winning schools and not the winning Nominators. Total maximum ERV of all prizes combined is approximately \$1,020,079.79. Valuations of Samsung merchandise and Microsoft software are based on the estimated retail value at the commencement of the Contest. No compensation will be offered for any difference in value between stated ERV and the actual ERV at time of prize award. Ownership of the Grand Prize Classroom Assistant Dog will be granted to the Special Education Teacher or Therapist employed by the winning school. The teacher or therapist must be of legal age of majority in his/her jurisdiction of residence and will be responsible for all expenses associated with the continuous care and training of the dog, including, but not limited to shelter, food and medical costs. The teacher or therapist will be required to complete an application and sign a NEADS agreement. If eligibility is not met, the Classroom Assistant Dog will not be awarded and no substitution will be provided for that portion of the prize and Sponsor may, at its discretion, provide the Classroom Assistant Dog to a worthy individual or institution identified by Sponsor. The teacher or therapist will also be required to attend a training session with the dog for approximately seven (7) days at the NEADS facilities located in Princeton, MA at expense of Sponsor. Air transportation, ground transportation, standard accommodations, fees associated with training sessions and select meals will be included in trip as specified by Sponsor. A travel release form must be executed prior to travel. Travel dates are to be determined by Sponsor and NEADS. All prizes are provided "as is" with no warranty or guarantee of any kind, either express or implied. Prizes are not transferable, redeemable for cash, or substitutable except Sponsor retains the right at its discretion to substitute a prize, or portion of prize, with one of comparable or greater value. Limit one (1) prize per school and per Nominator.

6. Notification: Finalist School Notification: Finalist schools will be notified by telephone, mail and/or e-mail on or about November 16, 2009 and will have three (3) days to respond to such notification by the method specified therein. An authorized officer of each finalist school will be required to execute and return an Affidavit of Eligibility and, unless prohibited, a Publicity Release form within five (5) business days of date of notification. **Winning School Notification:** Winning schools will be notified by telephone, mail and/or e-mail and will have three (3) days to respond to such notification by the method specified therein. An authorized officer of each winning school will be required to execute and return a second Affidavit of Eligibility/Liability, a Prize Selection form and, unless prohibited, a Publicity Release form within five (5) business days of date of notification. Acceptance of prize constitutes permission for Sponsor and its designees to use school's name, image, trademarks and/or logos, and/or biographical material for purposes of advertising, promotional and other purposes in any and all media now or hereafter known throughout the world for a period of two (2) years from the conclusion of the Contest, without further compensation, notification or permission unless prohibited by law. **Finalist Nominator Notification:** Finalist Nominators will be notified by telephone, mail and/or e-mail on or about November 16, 2009 and will have three (3) days to respond to such notification by the method specified therein. Each finalist Nominator will be required to execute and return an Affidavit of Eligibility, and, unless prohibited, a Publicity Release form within five (5) business days of date of notification. **Winning Nominator Notification:** Winning Nominators will be notified by telephone, mail and/or e-mail and will have three (3) days to respond to such notification by the method specified therein. Each winning Nominator will be required to execute and return an Affidavit of Eligibility/Liability, and, unless prohibited, a Publicity Release form within five (5) business days of date of notification. In the event either a Nominator or nominated school fails to satisfy all requirements set forth in these Official Rules, Sponsor is under no obligation to award the corresponding prize to the other party (for example: if a nominated school fails to satisfy any such requirements, Sponsor will not be required to award a prize to the Nominator of that school, or vice versa).

7. General Rules: The Contest is governed by the laws of the United States, state of New Jersey without regard its conflict of laws principles with venue in Bergen County, and all claims must be resolved in the courts of Bergen County, New Jersey. By participating, Nominators (and, if eligible minors, the parents or legal guardians) agree as follows: a) to abide by these Official Rules, and to the decisions of Sponsor and the judges, which shall be final and binding in all

respects; b) to the use of their names and/or likenesses and/or biographical data by Sponsor and its designees for advertising, promotional and other purposes in any and all media now or hereafter known throughout the world for a period of two (2) years from the conclusion of the Contest at discretion of Sponsor without compensation, permission or notification (except where prohibited by law); and c) that Sponsor, Microsoft Corporation, DIRECTV, Inc., Best Buy, Trymark Consulting Group, L.L.C., NFL Players Inc., and their respective parents, affiliates, subsidiaries, advertising and promotion agencies, retailers, distributors and suppliers, and each of their respective officers, directors, shareholders, agents, and employees (collectively, the "Released Parties") shall have no liability and shall indemnify and hold harmless the Released Parties from and against any damage, loss or injury resulting, in whole or in part, directly or indirectly, from participation in this Contest (including any travel/activity related thereto), violation of these Official Rules, the use or misuse of any prize or Released Parties' use of any rights granted herein. By accepting a prize, each winning school and nominator agrees to release and hold harmless Released Parties from and against any damage, loss or injury resulting from the use or misuse of any prize or Released Parties' use of any rights granted herein. Released Parties are not responsible for lost, interrupted or unavailable network, server or other connections, miscommunications, failed phone, computer or telephone transmissions or technical failure, jumbled, scrambled or misdirected transmissions, scoring errors or other problems or errors related to participation in the Contest or other errors or problems of any kind whether typographical, printing, human, mechanical, computer, electronic or otherwise relating to or in connection with the Contest, including, without limitation, errors or problems which may occur in connection with the administration of the Contest, the processing or judging of entries, the announcement of the winners or prizes, or in any Contest-related materials or for any damage to Nominator's or other person's hardware or software as a result of participation. Released Parties are not responsible for entries that are late, lost, stolen, incomplete, inaccurate, undelivered, misdirected, garbled or delayed by computer transmissions. Persons found tampering with or abusing any aspect of this Contest or who are in violation of these Official Rules as solely determined by the judges will be disqualified and all associated entries will be void. Every submission must be manually keystroked and manually entered by the individual participant and repetitive automated electronic submission of entries is specifically disallowed. In the event the Contest is compromised by virus, bugs, non-authorized human intervention or other causes which corrupt or impair the administration, security, fairness or proper play of the Contest, or if Contest is unable to run as planned for any other reason, Sponsor reserves the right in its sole discretion to suspend or terminate the Contest or any portion thereof and/or terminate the participation of any participant (and void his/her entry) whose conduct potentially compromises the Contest and, if terminated, at Sponsor's discretion, judge all eligible, non-suspect entries received up to time of such action using the judging procedure outlined above.

8. Winners' List: For names of the winning schools (available after February 28, 2010), go to www.fourseasonsofhope.com/education.

9. Sponsor: Samsung Electronics America, Inc., 105 Challenger Rd., Ridgefield Park, NJ 07660.

10. Promoter: Trymark Consulting Group, L.L.C., P.O. Box 295, Gainesville, VA 20156.